

WHAT IS CLAIMED IS:

- 1                   1.       A bag for carrying various articles, the bag comprising:
  - 2                   a.       a body;
  - 3                   b.       a strap coupled to the body for engaging a user's body above  
4 their arms; and
  - 5                   c.       a contour panel adjacent a side of the body, the contour panel  
6 being positioned such that it is between any articles within the bag and being configured such  
7 that it is curved towards the user.
- 1                   2.       A bag in accordance with claim 1 wherein the contour panel is within  
2 the body.
- 1                   3.       A bag in accordance with claim 1 wherein the contour panel is  
2 contained within a sleeve within the body.
- 1                   4.       A bag in accordance with claim 1 wherein the contour panel is  
2 contained with a wall that defines the body.
- 1                   5.       A bag in accordance with claim 1 wherein the contour panel is coupled  
2 to an outer wall of the body.
- 1                   6.       A bag in accordance with claim 1 wherein the contour panel includes a  
2 plurality of through-holes defined therein.
- 1                   7.       A bag in accordance with claim 1 wherein the contour panel includes a  
2 plurality of cavities defined therein.
- 1                   8.       A bag in accordance with claim 1 wherein the contour panel includes  
2 padding on at least a portion of a side adjacent the user.